

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To : W. F. Kuhn

Date: November 20, 1992

From : S. M. Haywood *SMH*

Subject : PM PRICE VALUE/GENERIC BRANDS

Per your request, please find a list of the products manufactured by PM USA in the following categories; PM Price Value, PM Famous Value and Private Label brand families:

PM PRICE VALUE BRANDS

Alpine
Bristol
Bucks
Cambridge
Players Lights 25s SP

GENERIC(S)

PM Famous Value Brands

Basic
Famous Value
Shenandoah
Top Choice

*numeric series
PM Brands*

PRIVATE LABEL BRANDS

Best Buy
Bronson
F&L
GPA
Genco
Gridlock
Money
Big Money
No Frills
Premium Buy

If I can be of any further service, please advise.

SMH:bgb

cc: J. D. Ellis
S. W. Laffoon
E. L. Watts

*When were Generals & All American Value
brands discontinued?*

Generics		1992 Tar & Nic Avg's *	
		Tar	Nic
KS	NF	24.13	1.60
KS	FF	16.19	1.15
KS	Men FF	15.67	1.07
KS	Lights	10.60	0.76
KS	Men Lights	10.99	0.81
100	FF	16.07	1.14
100	Men FF	16.25	1.13
100	Lights	11.33	0.87
100	Men Lights	11.16	0.86
KS	U.L.	5.85	0.51
100	U.L.	5.90	0.49

* W/E data from
Ruth J.